Crain's Magazine of the Creative Process

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May 23, 1985

Advertising Age Thursday

VLI's Mary George— Grappling with the challenge of marketing contraceptives

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The Nation's Top

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Marketing/Advertising
Research Companies

Mary George with the Today contraceptive
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Tampa is tops

AA poll ranks Florida airport best in U.S., while Chicago's O'Hare leads list of losers

By Robert Goldsborough

Tampa, si, Chicago, no!

That was one verdict of Advertising Age readers who responded to the Going Places questionnaire (AA, March 21) that asked air travelers to rate their favorite and least favorite U.S. airports.

Tampa International was the over-all winner, edging out Washington's Dulles, while O'Hare International in Chicago was the runaway "worst" choice among the almost 200 ballots received.

We asked readers to base their ratings on "accessibility to the central city; parking; rental cars and taxicabs; ease of moving through the terminals; sign clarity; pleasantness of surroundings; speed of claiming baggage; quality and placement of restaurants and bars, and quality and variety of shops and other facilities."

We also asked respondents to name their three favorite airports, in order, and give a single "least favorite" nomination.

Ballots came from 30 states, the District of Columbia and Canada; those responding average 44 flights per year.

Tampa International, ranked No. 1 on ballots from 13 states, was praised most often for its cleanliness, ease of movement within the terminal and the friendliness of employes. The food quality in the terminal also was praised, and one respondent added that "the restaurant at the Tampa Airport Marriott [hotel] is probably the best in the U.S."

The Tampa terminal, which also has finished first in other surveys of air travelers, was built in 1971 and pioneered a people-mover system in which transit-like trains carry passengers from the terminal to the aircraft on an elevated track. Similar systems have been constructed since at other airports.

Dulles International, located south of Washington in Virginia, finished in the runner-up spot, largely because of a write-in campaign from members of the Washington Dulles Task Force, a nonprofit, tax-exempt organization made up of some 400 companies in the Washington area. A major purpose of this group, according to its president, Thomas Morr, is to attract more passengers and more service to the facility.

Mr. Morr sent a memo to task force members along with a photocopy of our ballot, suggesting that they might like to participate in the survey. "But," he said when called by Advertising Age, "I didn't tell people who to vote for."

Nonetheless, most of the photocopied ballots mailed in listed Dulles as their favorite airport and competing Washington National as their least favorite.

Indeed, Dulles actually received more first-place votes than Tampa, but with our graduated scoring system (three points for favorite, two points for second favorite and one point for third), Tampa easily outdistanced the Virginia airport. (Dulles' first-place votes, incidentally, came from respondents in only three states.) The Tampa and Kansas City airports had the distinction of receiving no "least favorite" votes. As a favorite, Kansas City finished fourth.

Our readers unleashed most of their venom on Chicago's O'Hare International Airport, which consistently duels with Atlanta's Hartsfield to be the world's busiest airport. O'Hare far outdistanced Washington National and New York's John F. Kennedy in the least-popular category.

Respondents from 18 states named O'Hare their "worst" airport, citing such factors as long delays, the difficulty in making interline connections, a lack of moving sidewalks or other people-moving devices, overcrowding, poor restaurants and, mentioned numerous times, rude personnel. A lack of cleanliness also was cited on several ballots.

"Filthy," "a pit," "a nightmare of delay," "disgusting" and "confusing" were among the comments, and one Chicago-area reader said that "world's busiest [airport] translates as 'too crowded for passengers but good for public relations.'"

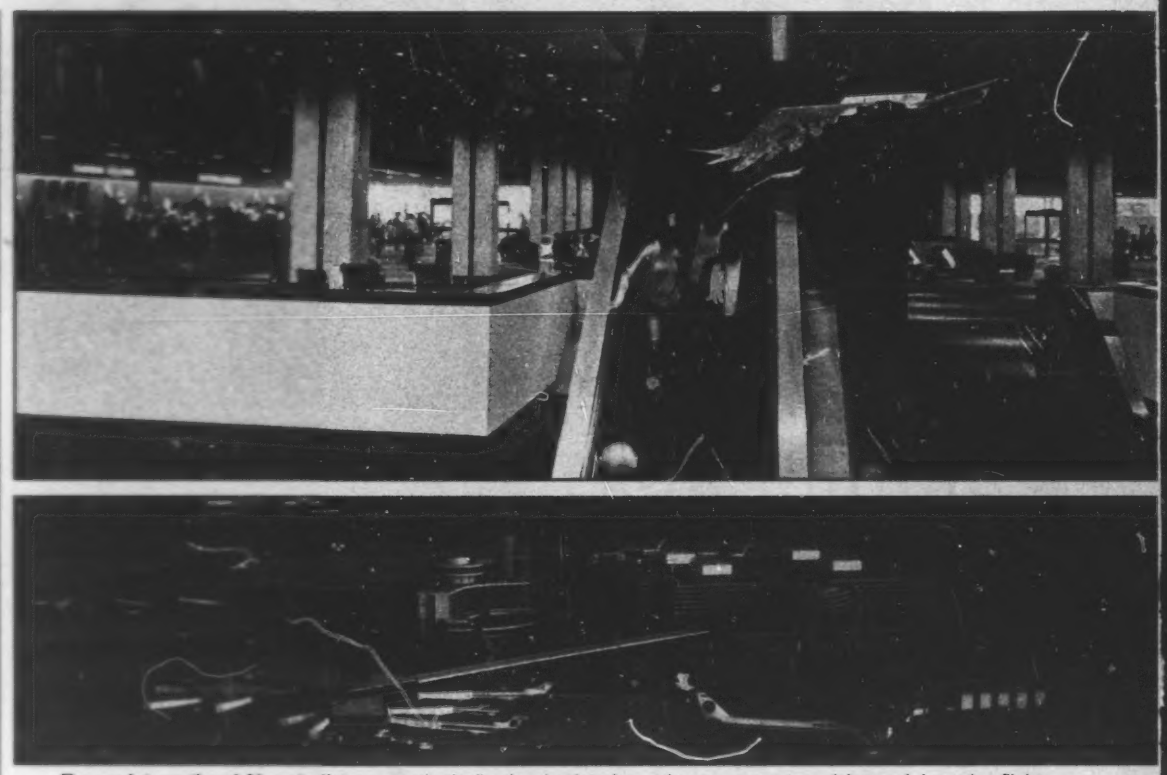
O'Hare's rival for the "world's busiest" title, Atlanta's Hartsfield Airport, had the distinction of getting a high ranking in both categories, finishing a strong third on the "favorite" list and landing a fourth-place slot in the "worst" balloting. Similarly, Dallas-Fort Worth finished fifth on both sides of the ledger.

The three New York-area airports had generally low profiles. Newark finished sixth in the favorite category, while LaGuardia was tenth. John F. Kennedy received no first-place votes, and only one second and two thirds. Los Angeles International was 11th in the "favorite" balloting.

In all, 66 airports in 33 states were mentioned. And while most respondents made their selections for such basic reasons as ease of movement, cleanliness, food and the demeanor of the terminal personnel, a few had unusual reasons for their picks:

- "Great access to the bars" was why one Kansan prefers the Greensboro-Winston-Salem (N.C.) airport.
- A Clevelander says of Milwaukee's Mitchell Field: "Friendly. The employes remember me from trip to trip, even after long absences."
- And a North Carolinian likes the Casper, Wyo., airport because it has "antelope on the runways and great kitsch in the gift shop."#

What is your favorite domestic airline? See Going Places on Page 7 for the latest Ad Age poll and cast your ballot for the carriers you like best—and least.



Tampa International Airport offers an aesthetically pleasing interior and easy access to arriving and departing flights.

The traffic jams outside O'Hare International Airport add to travelers' frustrations.

AA readers rate U.S. airports

Advertising Age asked our readers to rate the nation's airports. The results, listed below, were derived from totaling three points for each first-place vote; two points for second; one point for third. First-place votes are listed in parentheses. Total points are at right.

10 favorite U.S. airports	
1. Tampa (23)	125
2. Dulles—Washington (31)	108
3. Hartsfield—Atlanta (21)	93
4. Kansas City (12)	54
5. Dallas/Fort Worth (5)	45
6. Newark (9)	39
7. Seattle/Tacoma (7)	34
8. Orlando (5)	30
9. Baltimore (4)	29
10. LaGuardia—New York (3)	28

Least favorite U.S. airports	Votes
1. O'Hare—Chicago	43
2. National—Washington	25
3. JFK—New York	20
4. Hartsfield—Atlanta	19
5. Dallas/Fort Worth	15

In the news

Looney (car)toons

Roz Chast, the 30-year-old cartoonist for *The New Yorker*, takes real-life absurdity to its cosmic cartoon conclusion. Since age 5 all she really wanted to be was a cartoonist, so even though "it didn't seem practical" she decided to give it a shot. *See Page 4.*

The lady and the sponge

Mary George, a woman who has helped sell more than 35 million contraceptive sponges to 2 million-plus American women, hasn't yet told her Catholic parents what she does for a living. For the past year she has been vp-marketing of VLI Corp., marketer of the Today contraceptive sponge. *See Page 5.*

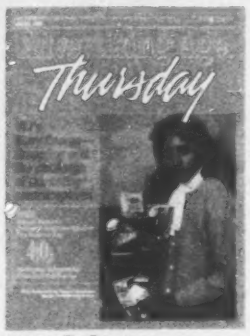


Photo by Tim Petros

Jingle hits

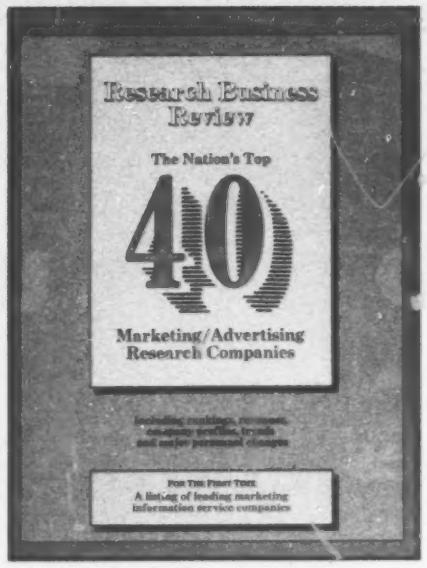
On any given day, Frank Gari tunes are played in almost every city and small town in the country. And his mini-songs receive perhaps more airplay than any other recording artist. The 40-year-old president of Frank Gari Productions is a 1960s minor heartthrob turned tv station jingles writer and performer. *See Page 48.*

A five-letter word for good

To the yuppies, yumpies, guppies, bumpies and other demographically desirable market segments, *Redbook* is introducing the yummy—young upwardly mobile mommy. *See Page 51.*

Special Report

Research Business Review



Worldwide revenues increased 13.7% in 1984 for the nation's top research companies. ADVERTISING AGE profiles the top 40 marketing/advertising/public opinion research organizations in Special Report, *starting on Page 15.*

Creativity isn't right & wrong, it's right & left

By Stewart Alter

In the desire to free the creative spirit from the chains of rationality and analysis, what's the best technique? Trickery, at least of a special sort: One has to trick one's own mind.

This became stunningly evident in a speech given by Betty Anne Edwards, author of the book, "Drawing on the Right Side of the Brain," at the American Assn. of Advertising Agencies' annual meeting last week at the Greenbrier, White Sulphur Springs, W. Va.

The professor of art at California State University, Long Beach, spoke about the different characteristics of the right and left sides of the brain. The left side, which is usually dominant, is the verbal, analytic, rational side, explained Ms. Edwards. The right side is the proverbal, emotional, intuitive side. But the key problem with tapping into the creative, right side is that the left side of the brain is always eager to jump in, she said. It will leap in to render things in familiar symbols. Visual complexity will be sacrificed for the fast processing of data.

Therefore, to give the right side freer rein, she advised, "It is necessary to present the brain with a job that the left mode will turn down. You cannot go up directly against the left mode. It is dominant, accounts for 95% of waking hours, is competitive and aggressive and tends not to want to give up dominance."

"But the left brain is amenable to being tricked out of the task." And, she continued, "I feel I should say this quietly, the left side never learns."

Photo by Mary Hartefty

Prof. Betty Anne Edwards told the Four A's, "The left brain is amenable to being tricked. . .the left side never learns."

This was one of those examples in a lecture in which a demonstration was much more powerful than explanation of the theory. Ms. Edwards had given an assignment to non-art students to reproduce a famous Pablo Picasso line drawing of Igor Stravinsky, the composer. She showed a slide of what one student, working totally from the analytic left side of his brain, had produced. It looked nothing like the Picasso original. For the factual data of a man in glasses sitting in a chair is the information that the left side of the brain had processed and reproduced. The left side of the brain, although it did not have the skills for the drawing, jumped into the task anyway, Ms. Edwards said.

This is the typical reaction of the left side, said Ms. Edwards. But in order to release the right-hand side, a trick was necessary. In this case, Ms. Edwards asked the students to draw the picture upside down. When the student who previously had done a second-grade job did just that, he reproduced the Picasso drawing in amazing likeness.

Indeed, this was only one set of the amazing before-and-after slides that Ms. Edwards showed.

Ms. Edwards claimed that these amazing differences could be accomplished in five days through training in perception. "It's not something you learn over time. It's something you own right now," she said of the quality that turned seemingly untalented people into artists. The training, which she did not go into, involved improving perception of edges, of spaces, of relational angles and proportion, of lights and shadows and of the whole.

Although not pretending to be familiar with advertising, she gave an example that seemed to ring true for admen. "A creative art director wants to work something out in its full complexity. But the client may say, 'That's good enough. Let's slap it together,' " she said.

But is there a real value in a business like advertising to giving the right-hand side more leeway?

The answer to this came with another set of slides Ms. Edwards flashed on the screen. These were pictures in which people were asked to draw things without reference to symbols, only in lines or abstract forms. One person started out drawing a calm person, but instead found himself drawing "a block of ice or granite without knowing it," Ms. Edwards said. "You start to draw and allow it to tell you what you didn't know you knew."

Presstime

Swedish shop gets SAS

NEW YORK—Scandinavian Airlines System has awarded its $4 million North American account to Hans Brindfors, Stockholm, Sweden. It previously was at Ally & Gargano here (AA, May 20). The Brindfors agency, which handles SAS' corporate account, plans to open an office here.

Roman Meal for Ketchum

TACOMA, WASH.—Roman Meal Co. is consolidating its estimated $4 million-to-$8 million account at Ketchum Advertising/San Francisco. Cole & Weber, Seattle, previously handled Roman Meal Whole Grain breads. DYR, Los Angeles, had Roman Meal cereals and baking mixes. Those three agencies, as well as J. Walter Thompson USA, San Francisco, and McCann-Erickson, Seattle, pitched the account.

Indy tv sponsors lineup

NEW YORK—ABC-TV's Indianapolis 500 coverage, set for a same-day, tape-delay basis from 9 p.m. to midnight (ET) May 26, will have Chevrolet, Goodyear and Miller as major sponsors.

ABC Radio wins Derby

NEW YORK—ABC Radio Networks has obtained the live radio rights to the May 27 Jersey Derby, the horse race featuring Spend A Buck. Garden State Park, Cherry Hill, N.J., will pay Spend A Buck's owners $2.6 million (including bonuses for winning the Cherry Hill Mile, Garden State Derby and Kentucky Derby) if the horse wins the Jersey Derby. ABC will offer stations one-hour coverage as of 4:30 p.m. (ET). ESPN also is covering the event.

Holmes rings up 18.7 rating

RENO, NEV.—The Larry Holmes-Carl (The Truth) Williams heavyweight championship bout May 20 on NBC had a 10-market weighted average Nielsen overnight rating of 18.7 and a 29 share. The rating was down slightly from previous prime time boxing title fights but still proved the strength of the heavyweight champion Holmes as a tv draw.

Danish smoke lands in U.S.

LOS ANGELES—Scandinavian Tobacco International, Albertslund, Denmark, is bringing Prince cigarets to the U.S. The smoke has a 43% share of the Danish tobacco market. Ads in Scandinavian language publications will start in July. Richard Somers Associates, Fairfax, Cal., handles.

'Runner's World' to Rodale

EMMAUS, PA.—Rodale Press is buying *Runner's World* from Runner's World Magazine Co., Mountain View, Cal. Terms were not disclosed.

'NY' to move account

NEW YORK—*New York* is moving its trade advertising account, estimated at $500,000-plus, from Levine, Huntley, Schmidt & Beaver. Publisher Carolyn Wall says three agencies are being considered after the incumbent, which had the account for 7½ years, was asked to participate but declined. There is speculation one contender is

(Continued on Page 51)

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Special Report

Research Business Review

The Nation's Top

Marketing/Advertising Research Companies

Including rankings, revenues, company profiles, trends and major personnel changes

FOR THE FIRST TIME

A listing of leading marketing information service companies

Top research companies' revenues rise 13.7%

By Jack J. Honomichl

The U.S. marketing/advertising/public opinion research industry's top companies increased worldwide revenues 13.7% in 1984—a year characterized by changes in ownership—over 1983, according to Advertising Age's 11th annual review of industry performance.

The 1984 listing, expanded to the 40 leading U.S.-based research organizations, differs from the 1983 listing in that one company, Audits & Surveys, is not included because of lack of data, and six companies have been added: Decision/Making/Information, Ad Factors Marketing Research, Kapuler Marketing Research, Oxtoby-Smith, Response Analysis and Decision Research Corp.

Also new this year is input from the Council of American Survey Research Organizations, providing revenues of 54 survey research companies that are members of CASRO and reveal revenues on a confidential basis but are not among the top 40.

Analyzing this data from the 94 research companies shows healthy revenue growth throughout the industry.

U.S. revenues were up 17.4% in 1984 over 1983 for the top 40 research companies. For the 54 other CASRO members, U.S. and worldwide revenues both increased 12.5%. U.S. revenue growth for the top 40 and the others combined was 16.9% and worldwide growth was 13.6%.

Two huge international research companies, A.C. Nielsen Co. and IMS International, heavily weight the worldwide volume. In recent years, both have been hampered by the strong U.S. dollar, and in 1984 their combined non-U.S. revenues of $339.2 million were up only 3.4% over 1983.

The U.S. inflation rate in 1984 was 4.3%, according to the U.S. Department of Labor Consumer Price Index-U, monthly average, making the total industry's 1984 "real growth" 12.6%. For worldwide revenues, real growth was 9.4%.

For the top 40 companies, the U.S. growth rate of 17.4% compares to 17.3% for U.S. ad agencies (AA, March 28). However, these numbers are not perfectly comparable because growth attributable to acquisitions among the top 40 research companies has been calculated out.

For example, if a research company purchased another during 1984, revenues of the two companies for all of 1983 and 1984 were used to calculate growth. If that weren't done, the industry's growth rate would appear higher than is the fact. It was impossible to do that for the ad agencies, so their growth rate probably is inflated by acquired revenues.

The factoring out of growth through acquisition was important because, since this analysis was published last year, there has been an unprecedented number of ownership changes. Among the top 40 companies:

- Dun & Bradstreet Corp. acquired A.C. Nielsen Co. (No. 1 on the list) for about $1.1 billion.
- Harte-Hanks Marketing Services Group (No. 25) divested two research properties. TRIM Inc. was sold to MAJERS Corp. and the MARKETRAX service in Los Angeles and St. Louis was sold to the NPD Group (No. 10).
- ASI Market Research (No. 17) acquired Teaman/Lehman Associates, Norwalk, Conn.
- Arbitron Ratings Co. (No. 4) bought about a 40% interest in Burke Marketing Services (No. 5), with an option to purchase the balance by 1990.
- Admar Research Co. (No. 27) was acquired in January, 1985, by Sprigg Lane Investment Co.
- Information Resources Inc. (No. 8) signed a letter of intent to acquire Management Decision Systems, Waltham, Mass. (No. 31).
- YSW Group (No. 15) was acquired by Saatchi & Saatchi, the British ad agency.
- Data Development Corp. (No. 23) divested its interest in Central Location Testing, a subsidiary.
- IMS America (No. 2) acquired Pipeline Research in the fourth quarter of 1984.

The 94 research organizations had gross worldwide revenues of $1.566 billion in 1984; $1.22 billion—or 78%—was from U.S. operations. It is estimated that number accounts for more than 85% of the commercial market for marketing, advertising and public opinion research (excluding nonprofit research organizations, survey work done in-house by agencies of the federal government, and research done in-house by marketers and ad agencies). So the size of the total market is still left to estimation, as is the industry growth rate.

The 1984 figures dramatize again the degree to which the U.S. research industry is big business. Ownership is in the hands of large nonresearch corporations, such as Control Data Corp., Dun & Bradstreet, Time Inc., Maritz, Equifax, Saatchi & Saatchi, American Broadcasting Co., IDC Services, Gannett Co., Arthur D. Little, JWT Group, Harte-Hanks Communications, Booz Allen & Hamilton, Temple, Barker & Sloane and Mills & Allen International.

Of the $1.449 billion in 1984 revenues from the top 40 companies, only 13% is controlled by privately held corporations. That percentage should be significantly lower next year.

Profiles of each of the top 40 research organizations follow, with a summary of changes they made in 1984—and intend to make in 1985.

A.C. Nielsen Co., Northbrook, Ill. Founded in 1923; since late 1984 a wholly owned subsidiary of Dun & Bradstreet Corp. Research revenues in 1984 were $491 million, up 5.9% from 1983.

For the 12 months ended Nov. 30, the world's largest marketing/advertising research organization had research revenues of $491 million, about 52% of which is estimated to have come from Nielsen operations in 24 countries outside the U.S. (Total revenues for all Nielsen operations are no longer public because of the acquisition, but in 1983, research operations accounted for 67% of the total.)

Of the $491 million, 79% was accounted for by Nielsen's Marketing Research Group; the $388 million was an increase of 5.3% over 1983. The Media Research Group accounted for $103 million, an increase of 8.2% over 1983.

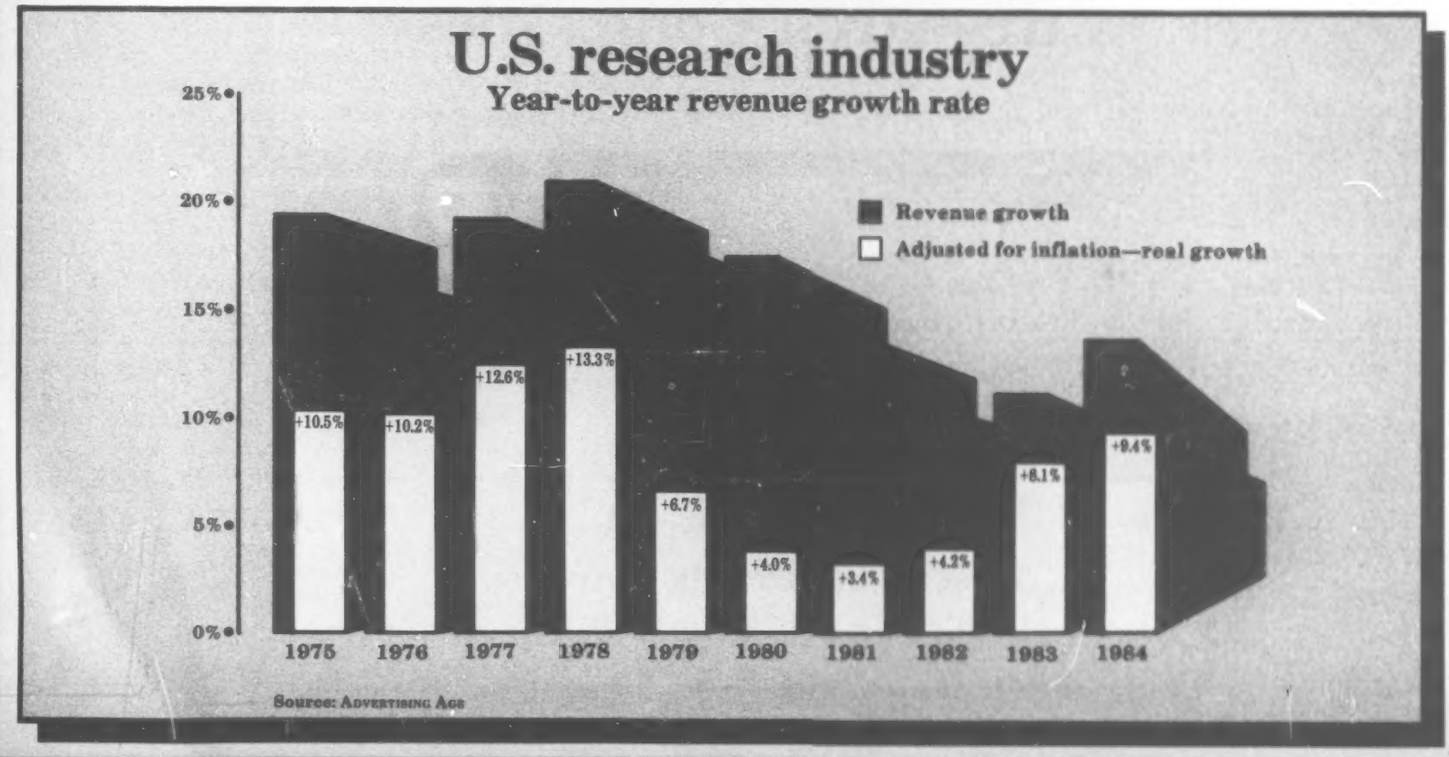
The Marketing Research Group basically provides custom and syndicated measures of product movement on both a national and local market level. This group does about 65% of its business outside the U.S. and continues to be hurt by foreign currency exchange problems.

In 1984, the Test Marketing Services unit of Marketing Research Group USA set up a profit center called ERIM to develop a new, single-source product/advertising exposure measuring service called Testsight. It now is in two markets—Sioux Falls, S.D., and Springfield, Mo.—and several more markets are planned to come on line through 1985 and 1986. The Testsight system can make tv commercial cut-ins to specific households (in Testsight consumer panels of 2,500 households per market) on-air, bypassing cable transmission on which other such systems are dependent.

Media Research Group in the U.S. during 1984 continued its expansion of local tv meter measured markets, opening up Washington, Dallas and Boston, bringing the total so-equipped to 10; Miami and Denver will come on line this fall. The Media Group also has expanded its national people meter test to 300 households, and further expansion is planned for later in 1985.

Nielsen chairman-chief executive officer Henry Burk, 58, also is a member of D&B's board.

Jack J. Honomichl writes a regular column on research in Advertising Age.



Mr. Burk studied at the Universities of Zurich, St. Gallen and Freiburg in Switzerland and has a degree in economics. N. Eugene Harden, 50, is president-chief operating officer; he is a graduate of Lawrence University. Richard W. Vipond, 57, is president of the Marketing Research Group, and James D. Lyons, 50, is president of the Media Research Group. Arthur C. Nielsen Jr. is now a member of the D&B board.

Henry Burk
A.C. Nielsen Co.

2 IMS International, New York. Public corporation traded over the counter; founded in 1954. Research revenues in 1984 were $151.4 million, up 10.1% from 1983. (Revenues do not include Pipeline Research, which IMS America acquired in the fourth quarter of 1984.)

Of this worldwide conglomerate's total revenues of $223 million, about 68% were from its marketing research operations in 60 countries. Of the research revenues alone, 44.6%—or $67.5 million—was from the IMS subsidiary in the U.S., IMS America, headquartered in Ambler, Pa.

IMS U.S. revenues in 1984 were up 30.6% over 1983, and international research revenues were down 2%, in part because of the same currency exchange problems besetting the other big international on this list, A.C. Nielsen Co.

Robert Dreyfus
IMS International

IMS market research activities are divided into pharmaceutical audits, reports on the sale of ethical (and in some cases, proprietary) pharmaceuticals collected from panels of drugstores (which account for 21% of total research volume); medical reports based on information collected from panels of practicing physicians who report on the diagnosis and treatment of patients (12%); other syndicated audits of purchases made by hospitals, and cosmetics and toiletries (13%); sales territory reports—customized geography started in the U.S., now being expanded to other countries—(34%); custom ad hoc surveys and studies in such industries as cosmetics, veterinary pharmaceuticals, medical supplies and equipment, office equipment and agriculture. Some IMS data are available in numerous countries via an on-line database network.

The IMS marketing research operation has 2,300 fulltime salaried employes.

In 1984, Robert Louis Dreyfus, 38, became president-ceo of IMS International, succeeding Lars H. Erickson, who became chairman. Mr. Dreyfus has an M.B.A. from Harvard University, and his office is in London. Serge Y. Okun, 38, is president of the U.S. subsidiary and also a vp of the parent company. He is a graduate of the National School of Statistics and Economic Administration in Paris.

How they rank

1984 revenue record*
40 leading U.S. research organizations

Rank 1984	Rank 1983	Organization	Research revenues* (millions)	% change vs. 1983**	Research revenues from outside U.S. (millions)
1	1	A.C. Nielsen Co.	$491.0	5.9%	$255.3 est.
2	2	IMS International	151.4	10.1	83.9
3	3	SAMI	118.4	19.0	—
4	4	Arbitron Ratings Co.	105.8	12.3	—
5	5	Burke Marketing Services	66.0	9.8	1.7
6	8	M/A/R/C	37.6	39.8	—
7	7	Market Facts	35.9	26.7	—
8	12	Information Resources	35.8	69.7	—
9	9	NFO Research	29.5	10.1	—
10	10	NPD Group	29.2	17.7	—
11	13	Maritz Market Research	24.7	24.3	—
12	11	Westat	24.5	3.8	—
13	14	Elrick and Lavidge	23.3	21.4	—
14	16	Walker Research	19.4	21.7	—
15	19	YSW Group	17.0	13.3	.85
16	18	Chilton Research	16.5	23.1	—
17	15	ASI Market Research	16.4	20.0	—
18	17	Louis Harris and Associates	15.3	13.3	4.0
19	23	Opinion Research Corp.	14.5	34.3	—
20	20	Ehrhart-Babic Group	13.2	5.6	—
21	22	Winona Research	12.9	9.0	—
22	25	Simmons Market Research Bureau	12.5	21.4	—
23	21	Data Development Corp.	10.5	16.7	—
24	26	Decisions Center	10.2	15.9	—
25	24	Harte-Hanks Marketing Services Group	9.7	25.0	—
26	27	McCollum/Spielman Research	9.4	10.6	—
27	28	Admar Research	9.3	8.0	—
28	32	Custom Research	8.6	34.3	—
29	29	National Analysts	7.9	8.2	—
30	—	Decision/Making/ Information	7.8	100.0	—
31	30	Management Decision Systems	7.7	8.1	—
32	31	Gallup Organization	7.7	14.9	—
33	33	Starch INRA Hooper	7.5	19.6	—
34	35	Mediamark Research	7.2	23.0	—
35	34	Market Opinion Research	6.8	13.6	—
36	—	Kapuler Marketing Research	6.0	34.0	—
37	—	Ad Factors Marketing Research	5.9	66.1	—
38	—	Response Analysis	5.6	44.6	—
39	—	Decision Research Corp.	5.5	36.0	—
40	—	Oxtoby-Smith	5.0	18.0	—
		Sub total, top 40	$1,449.1	+13.7%	$345.8
		All other (54 CASRO companies not listed in top 40)	117.2***	+12.5%	—
		Total	$1,566.3	+13.6%	$345.8

*Total revenues that include nonresearch activities, for some companies, are significantly higher. This information is given in the individual company profiles in the main article.

**Rate of growth from year to year has been adjusted so as to not include revenue gains from acquisition. See main article for explanation.

***Total revenues of 54 survey research firms—over and beyond those listed in top 40 list—that provide financial information, on a confidential basis, to CASRO.

Source: Advertising Age

3 Selling Areas-Marketing Inc., New York. Wholly owned subsidiary of Time Inc.; founded in 1966. Revenues in 1984 are estimated at $118.4 million, up 19% from 1983.

SAMI's main service amalgamates warehouse withdrawal data on thousands of package goods items sold through food stores and produces 13 reports a year separately for each of 51 marketing areas representing about 86% of the U.S. all commodity volume. Spinoffs of this main service produce customized reports on stores servicing minority segments of the population and product availability (SARDI service).

In March, 1985, SAMI added three market areas—Portland, Me./Concord, N.H.; Shreveport, La./Jackson, Miss., and Green Bay, Wis., bringing the total system to 54 markets representing 88.4% ACV.

Carlyle Daniel
SAMI

In addition, SAMI operates three minimarkets, each with 2,500-household panels, where purchases can be recorded via UPC scanner at checkout and then related to individual households. Sales and service of this system, called SAMSCAN, are handled by the BMSI Test Marketing Group (No. 5).

Starting this year, SAMI will operate a drugstore reporting system comparable to its basic grocery store service, beginning in Chicago, New York, Los Angeles and San Francisco. Ten market areas will be on-line by the end of 1985, and 18 by mid-1986, SAMI says.

SAMI has 344 fulltime, salaried employes in three offices.

Carlyle C. Daniel, 54, is president of SAMI; he is a graduate of Lynchburg College. Mr. Daniel also is a vp of Time Inc.

4 Arbitron Ratings Co., New York. Founded in 1949; since 1967 a wholly owned subsidiary of Control Data Corp. Revenues in 1984 were $105.8 million, up 12.3% from 1983.

During 1984, Arbitron purchased about 40% of Burke Marketing Services Inc. (No. 5) and an option to purchase the balance by 1990.

Arbitron produces radio, tv and cable tv audience studies at the local market level using mail diaries or panels of meter-equipped households. Surveys in 210 tv markets account for 52.7% of Arbitron revenues; 47.2% comes from measurement of 261 radio markets. Customers include radio and tv stations, advertisers and agencies. There are 1,020 fulltime employes in eight U.S. offices. A phone interviewing center with 55 stations

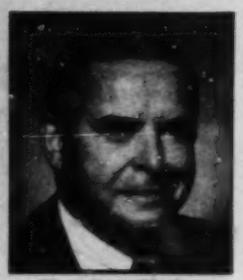
(Continued on Page 18)

Research

(Continued from Page 17)

is located in Laurel, Md.

During 1984, Arbitron completed a long-range meter-market expansion program, and meter service is now on-line in 11 major markets. Also in 1984, Arbitron introduced a number of microcomputer systems to help stations manage and analyze radio and tv ratings. Product Target Aid, a new service,



Theodore Shaker
Arbitron Ratings Co.

uses life style cluster information to help tv stations plan a commercial schedule to target customers of a product or service.

In 1984, Arbitron and BMSI jointly started to develop an advanced market measurement service—linking tv viewing with purchases of specific package goods—called ScanAmerica. A pilot panel of households in Denver is equipped with special equipment that enables the consumer to scan, via wand, the UPC code on products purchased. That information then can be accessed via telephone lines along with viewing data. First data from Denver are expected in late 1985.

Arbitron chairman-ceo Theodore F. Shaker, 63, attended Colgate, Northwestern and New York universities. A.J. (Rick) Aurichio, 48, is president-chief operating officer. He has an M.B.A. from Fairleigh Dickinson University. Both are Control Data vps.

5 Burke Marketing Services Inc., Cincinnati. Privately held corporation founded in 1947. Revenues in 1984 were $66 million, up 9.8% from 1983.

In the fall of 1984, about 40% of BMSI was purchased by Arbitron Ratings Co., a wholly owned subsidiary of Control Data. Arbitron holds an option to buy the balance of BMSI. Infratest, a German research company, owns 5% of BMSI, and BMSI owns 5% of Infratest.

The BMSI conglomerate consists of: Burke Marketing research, which specializes in custom survey research and pre and post-tv copy testing; Test Marketing Group, a unit consisting of what was AdTel and Market Audits, which operates six controlled test markets and which, through a joint venture, markets and services SAMI's three test market SAMSCAN service; BASES, which specializes in market modeling; Burke Institute, which conducts seminars and courses for students of marketing/advertising research; Burke Canada, a wholly owned subsidiary, which accounts for about $1.7 million in revenue; Burke International, a joint venture with Infratest, and COMTEC, a joint venture with the Gartner Group, to operate a panel of 8,000 business establishments that report on their intention to buy a variety of computer and telecommunications products.

Starting in 1984, BMSI entered a joint venture with Arbitron to develop a new electronic market/advertising measurement system, ScanAmerica *(see above)*.

Burke has 475 fulltime employes in 42 offices in the U.S. A central WATS phone center has 200 stations, 140 of which are cathode ray tube-equipped.

This month, about 1,000 BMSI employes now located in five office sites in Cincinnati will move to one headquarters build-

Jack Brown
Burke Marketing Services

ing, a 21-story structure in the downtown area.

Also, in early 1986, Burke plans to add a seventh market to its AdTel system.

Jack E. Brown, 41, is BMSI chairman. He attended the University of Cincinnati.

6 M/A/R/C Inc., Dallas. Publicly held corporation traded otc; founded in 1965. Research revenues in 1984 were $37.6 million, up 39.8% from 1983.

Total M/A/R/C revenues for the fiscal year ended March 31, 1985, were $41.4 million. (Excluded from the revenue trends above are nonresearch activities.)

1984 was an eventful year for M/A/R/C. The company's name

Cecil Phillips
M/A/R/C Inc.

was changed (from Allcom Inc.), and in December, it filed with the Securities & Exchange Commission for a public offering, which since has occurred. Also, M/A/R/C broke ground for a new six-story corporate hadquarters near Dallas-Fort Worth airport, and early in 1984, it constructed a new 144-station, CRT-equipped central interviewing facility in Denton, Tex.

M/A/R/C, with 314 fulltime, salaried employes and 162 hourly staff workers in 10 U.S. offices, has the following divisions: Corporate Group, which supplies support services such as personnel, marketing and accounting to the operating groups; Marketing Research Group, which provides syndicated buyer studies, computer software systems, interviewing and marketing research consumer panels; Marketing Services Group, which develops and maintains databases of prime users of products and develops, executes and fulfills promotion efforts, and operates the Promotion Test Lab. (About 67% of this group's revenues are from research activities.)

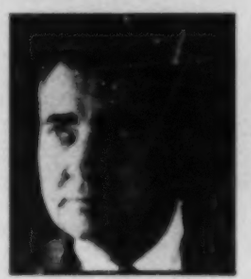
Plans for 1985 include expanding the LMN network to 30 markets, consolidating the New York and Boston client service groups into a Westport, Conn., facility, and bringing on-line an IBM 4381 to handle large databases.

M/A/R/C chairman-president-ceo Cecil (Bud) Phillips, 60, is a graduate of Southern Methodist University. President of M/A/R/C's Corporate Group is E.L. (Jack) Taylor, 58; he has an M.B.A. from the University of Texas.

7 Market Facts Inc., Chicago. Public corporation traded otc; founded in 1946. Revenues for 1984 were $36.9 million, up 26.7% from 1983.

Market facts revenues do not include those of Market Facts-Canada ($5.7 million in 1984), which is 50% owned by MF.

MF's U.S. operations include: Consumer Mail Panel, a fixed mail panel of more than 220,000 households; Consumer Opinion Forums—six uniform shopping mall interviewing facilities; Marketest, a store auditing and controlled store testing service in seven permanent markets; focus group facilities, and two WATS



Verne Churchill
Market Facts

telephone interviewing centers with a total of 104 stations, about 65 of which are CRT-equipped. The survey research activities at MF are separated into operating groups—consumer, public sector and financial services.

During 1984, MF introduced a new system for evaluating tv commercials. Called PEAC, the system utilizes microprocessors to obtain moment-to-moment reaction to commercial messages and other advertising stimuli.

There are six client service offices and 16 other field organization offices in the U.S. (four others are located in Canada). Market Facts has 520 fulltime, salaried employes.

President-ceo Verne B. Churchill, 52, received his M.B.A. from Indiana University. Chairman David K. Hardin, 57, received his M.B.A. from the University of Chicago and is past president of the American Marketing Assn.

8 Information Resources Inc., Chicago. Public company traded otc; founded in 1977. Revenues in 1984 were $35.8 million, up 69.7% from 1983.

The main business of this much-publicized company is the BehaviorScan system, a network of eight minimarkets equipped for advertising and control store testing.

In each BehaviorScan market, the service does several things: It captures consumer purchase behavior of a wide variety of package goods via UPC scanner equipment in major grocery stores; collects purchase data from a panel of about 2,500 households via the use of plastic identification cards that tie in panel households with point-of-sale scanner data; alternates tv advertising over cable tv to groups of preselected households that are meter-equipped, and collects other measures of in-store merchandising/promotions.

During 1984, BehaviorScan added drugstores to its system in two more markets, making a total of six so equipped.

Another service, Marketing Fact Book, provides access to a database of consumer purchasing activity on a large number of package goods. During 1984, IRI added data from selected neighborhoods in Chicago, Los An-

Gian Fulgoni
Information Resources Inc.

geles and New York to the Marketing Fact Book system.

Also in 1984, IRI introduced a new service called TV Buying Guide, which provides media planning information based upon integrated scanner-collected purchase data and metered by tv viewing data for a sample of 7,000 households. In another 1984 development, IRI introduced FASTRAC, a system for evaluating the volume potential of new products before test marketing.

IRI has 496 fulltime employes, and most of them were consoli-

(Continued on Page 22)

How the top 40 U.S. research companies compare with the top 40 U.S. advertising agencies

	Top 40 U.S. advertising agencies*	Top 40 U.S. research companies**
Revenues—1984 (in millions)		
Worldwide	$5,779.2	$1,449.1
U.S. only	3,676.1	1,104.3
Revenue growth rate—(1984 over 1983)		
Worldwide	+16.3%***	+13.7%
U.S. only	+17.3%***	+17.4%

*Source: Advertising Age U.S. Agency Profiles, 3/28/1985.

**Top 40 (see accompanying article). These figures account for marketing/advertising research operations only. In fact, many of the companies listed have larger total revenues, as is explained in individual company profiles.

***These percentages are not perfectly comparable to the top 40 research growth rates in that some of the agencies may reflect revenue growth in '84 attributable to acquisitions. In the top 40 research list, this has been corrected for by using the two (company plus acquisition) total revenues for both '83 and '84 to calculate growth rate. It was not possible to do this for the advertising agencies.

Research

(Continued from Page 18)
dated into a 150,000-sq.-ft. corporate headquarters building during 1984.

In a letter of intent signed in February, IRI announced its plans to purchase for stock worth about $30 million research/marketing information company Management Decision Systems, Waltham, Mass. (No. 31).

During 1985, IRI plans to add drugstores to its BehaviorScan system in two more markets and selected neighborhood data from 10 additional major cities to its Marketing Fact Book database.

Chairman-ceo of IRI is one of the founders, John Malec, 40, a graduate of the University of Wisconsin. President-chief operating officer Gian Fulgoni, 37, has a master's degree from Manchester University in England.

9 NFO Research, Toledo, O. Founded in 1946; since 1982 a wholly owned subsidiary of AGB Research. Revenues in 1984 were $29.5 million, up 10.1% from 1983.

NFO, with 675 employes (340 of whom are fulltime, salaried), has offices in Toledo, O.; New York; Chicago; St. Louis, Mo.; San Francisco; Newark, N.J.; Greensboro, N.C., and an executive headquarters recently relocated to Greenwich, Conn.

The main business of NFO is a fixed mail panel, which was expanded to 320,000 households in 1984. Multi-client Services Division of NFO offers TRAC syndicated research based on diary-type purchase panels to report on consumption of beverages, men's tailored apparel and the personal home computer and videogame market.

William Lipner
NFO Research

NFO operates two telephone interviewing facilities with more than 200 interviewing stations with interactive interviewing capabilities in both locations.

In 1984, NFO formed a new company, NFO International Research, in New York to specialize in European research for American multinational companies. Also in 1984, NFO entered into a joint venture with MMSL (an AGB Research subsidiary in London) to form Patient Searchlight, a New Jersey-based unit specializing in research for the pharmaceutical industry.

NFO president-ceo William E. Lipner, 38, is a graduate of the University of Toledo.

10 NPD Group, Port Washington, N.Y. Privately held corporation; founded in 1953. Revenues in 1984 were $29.2 million, up 17.7% from 1983.

NPD Group, which has 560 employes, 320 of whom are fulltime salaried, has these divisions: NPD Research, a 14,500-household national diary purchase panel specializing in package goods and more than 25 local-market panels with about 40,000 households; NPD Special Industry Services, purchase diary and mail panels specializing in such product classes as toys/games, textile/apparel, petroleum products, sports equipment, and records/tapes; GDR/CREST Enterprises, a panel reporting on meals eaten away from home and also providing custom research and consulting to the food service industry, and Home Testing Institute,

Tod Johnson
NPD Group

a fixed mail panel of 175,000 households. A new unit, Marketing Models Division, which specializes in proprietary models such as ESP (for pre-test marketing, new product forecasting) and PSA (for Preference Structure Analysis), was created in 1984.

New in 1984: Special Industry Services Division started a jewelry tracking service, and an apparel point-of-sale tracking service was added to the toy p.o.s. database.

The Packaged Goods Division introduced a behaviorally derived nutritional segmentation system, a joint venture in the apparel diary panel area was established with Kurt Salmon Associates, and the HTI Division established a 150,000-household syndicated survey regarding insurance and related financial products. NPD's Chicago office was relocated into a new 24,000-sq.-ft. facility, and a new office was opened in Los Angeles.

In early 1985, NPD purchased the Marketrax scanner-based consumer panels in St. Louis and Los Angeles from TRIM, a Harte-Hanks subsidiary. This service, used to analyze consumer response to promotional activities, will be expanded to other major markets this year.

NPD Group president-ceo Tod Johnson, 40, holds an M.S.I.A. degree from Carnegie-Mellon University. Founder,

(Continued on Page 24)

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ARBITRON RATINGS COMPANY
A Control Data Company

Research

(Continued from Page 22)

chairman and joint owner is Henry Brenner, 70.

11 Maritz Market Research, Fenton, Mo. Founded in 1973; wholly owned subsidiary of Maritz Inc. Revenues in 1984 were $24.7 million, up 24.3% over 1983.

The Maritz organization includes: Full-service divisional offices in six cities (Parsippany, N.J., was new in 1984); CRT-aided WATS survey centers in three cities (totaling 115 stations); single client, dedicated interviewing and data processing centers in three cities, and a network of field interviewing facilities (phone, focus group, central location and mall studies) in 16 major cities.

The company's Econo-Net Interviewing system grew in 1984 to a network of 12 cities utilizing a total of 200 microcomputers for telephone and mall interviewing. Each city's system communicates with any one of three HP mainframes. Maritz's Agricultural Research Division, with annual revenues of nearly $2 million, is one of the largest specializing in that market.

Maritz has 150 fulltime, salaried, exempt employes and about 2,500 parttime interviewers and supervisors.

In 1985, Maritz will open new client service offices in Dallas and Atlanta and plans two new services: MAPPS for product planning and positioning and MIVIS for interactive videodisc interviewing.

William Lewellen
Maritz Market Research

Maritz Market Research president William H. Lewellen, 54, has an M.S. from St. Louis University.

12 Westat Inc., Rockville, Md. An employe-owned corporation founded in 1961. Revenues in 1984 were $24.5 million, up 3.8% from 1983.

Revenues include Crossley Surveys, a wholly owned subsidiary. Westat specializes in survey research, and about 85% of the work is done for the U.S. government.

Staff includes 240 salaried, exempt professionals and an average of 60 salaried, nonexempt, plus about 350 employes involved in telephone interviewing, support and survey processing, and national field studies. There is an office in New York in addition to the headquarters in Rockville. Phone facilities include 75 dialing stations, half of which are equipped for CRT interviewing.

Joseph Hunt
Westat Inc.

President-ceo Joseph A. Hunt, 49, has an M.S. from Massachusetts Institute of Technology. Edward C. Bryant, 69, the founder of Westat, is chairman; he has a Ph.D. from Iowa State University.

13 Elrick & Lavidge, Chicago. Founded in 1951; a wholly owned subsidiary of Equifax Inc. since 1980. Revenues in 1984 were $23.3 million, up 21.4% from 1983.

Revenues include those of Quick Test Opinion Centers, a separate operating unit within E&L, with a network of 18 shopping mall interviewing sites, plus a new one in Manhattan devoted to focus groups.

Robert Lavidge
Elrick & Lavidge

E&L, which specializes in survey research for consumer and business-to-business clients, operates six telephone interviewing centers, two dedicated to the TELSAM/PULSE system for Bell operating companies. The other four have a total of 144 interviewing stations, 112 of which are CRT-equipped.

There are 163 salaried, exempt employes at E&L, plus 55 salaried, nonexempt and 761 hourly paid in-office, located in 29 offices throughout the U.S.

During 1985, E&L plans to relocate and expand its San Francisco facility, which will include 24 CATI interviewing positions. New Quick Test Opinion Centers are being added in the San Francisco area and Denver, and the one in the Tampa Bay area is being doubled in size. Plans also call for two new full-service offices, one on the West Coast and one on the East Coast.

(Continued on Page 28)

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the right people,

the right facilities...

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ATLANTA	•	•	•			•	•
SAN FRANCISCO	•	•	•	•	•	••	•
CHICAGO	•	•	•	••	•	•••	•
NEW YORK		•		•	•	••••	•
PHILADELPHIA				••	•	••	•
TAMPA				•	•	•	
NASHVILLE		•		•	•	•	•
MADISON		•					
MINNEAPOLIS				•			
OKLAHOMA CITY				•		•	
HOUSTON				•	•	•	•
SAN ANTONIO				•		•	
PHOENIX				•		•	•
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Research

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President-ceo Robert J. Lavidge, 63, received his M.B.A. from the University of Chicago.

14 Walker Research, Indianapolis. Privately held corporation; founded in 1964. Revenues in 1984 were $19.4 million, up 21.7% from 1983.

Walker, a survey research company, has these divisions: Custom Research Division, which provides traditional ad hoc marketing research services through client service offices in six U.S. cities; Operations Division, which offers data collection and data processing services through a network of six offices and interviewing via telephone, mall intercept, prerecruited central location and direct mail. Walker has more than 240 telephone interviewing stations, the majority of which are outfitted for CATI.

During 1984, Walker started two new marketing divisions: Performance Measurement Systems, which specializes in ongoing service industry measurement research, and MarketPULSE Measurement Systems, which offers syndicated research programs to the healthcare industry. Also in 1984, Walker established a Marketing Science Group, which provides advanced conceptual and analytical consulting services.

Frank Walker
Walker Research

In 1984, Walker started constructing a 90,000-sq.-ft. corporate headquarters building, which will be ready for occupancy in October. Also in 1985, Walker plans additional client service offices in Cincinnati and Winston-Salem, N.C., and a new telephone center in Cincinnati. Walker employs 128 fulltime salaried, 152 fulltime hourly and 476 parttime workers.

Chairman-ceo Frank D. Walker, 50, is a graduate of DePaul University. President-chief operating officer James E. Sammer, 46, received his M.B.A. from Michigan State University.

15 YSW Group, New York. Founded in 1958; since 1984, a wholly owned subsidiary of Saatchi & Saatchi. Research revenues in 1984 were $17 million, up 13.3% from 1983.

YSW Group includes what was Yankelovich, Skelly & White and McBer & Co., a research-based consulting company. (McBer's research revenues only are reflected.) YSW was acquired by Saatchi & Saatchi in late 1984.

This multifaceted organization consists of: Consumer Marketing Group, which includes, among others, TRAC Forecasting models, LTM simulated test marketing system, Monitor tracking study and custom surveys; Corporate Communications Group, corporate image studies, corporate advertising assessments; Policy Planning Group, public policy, corporate priorities, multiclient studies; Industrial Marketing Group; Human Resources Group, work force attitudes, and McBer & Co., selection, training, rewards, key employes. There are 195 fulltime, salaried employes in three offices.

Florence Skelly
YSW Group

About 5% of YSW revenues come from operations outside the U.S. In 1984, YSW inaugurated three new multiclient studies under the "Viewpoint" name (Architect Viewpoint, European Viewpoint and Hispanic Viewpoint), and during 1985 it plans to add a Small Business Viewpoint.

YSW Group chairman Daniel Yankelovich, 60, is a graduate of Harvard University. President-ceo Florence R. Skelly is a graduate of Hunter College.

16 Chilton Research Services, Radnor, Pa. Founded in 1957; since 1979 a wholly owned subsidiary of American Broadcasting Co. Revenues in 1984 were $16.5 million, up 23.1% from 1983.

This survey research organization does custom, ad hoc marketing and social science studies for industry and the federal government. While a significant number of CRS surveys use mail or face-to-face interviewing, the majority are conducted via telephone on one of the industry's largest and most sophisticated CATI systems, which has on-line sample control and interactive cross-tabulations. This system

(Continued on Page 30)

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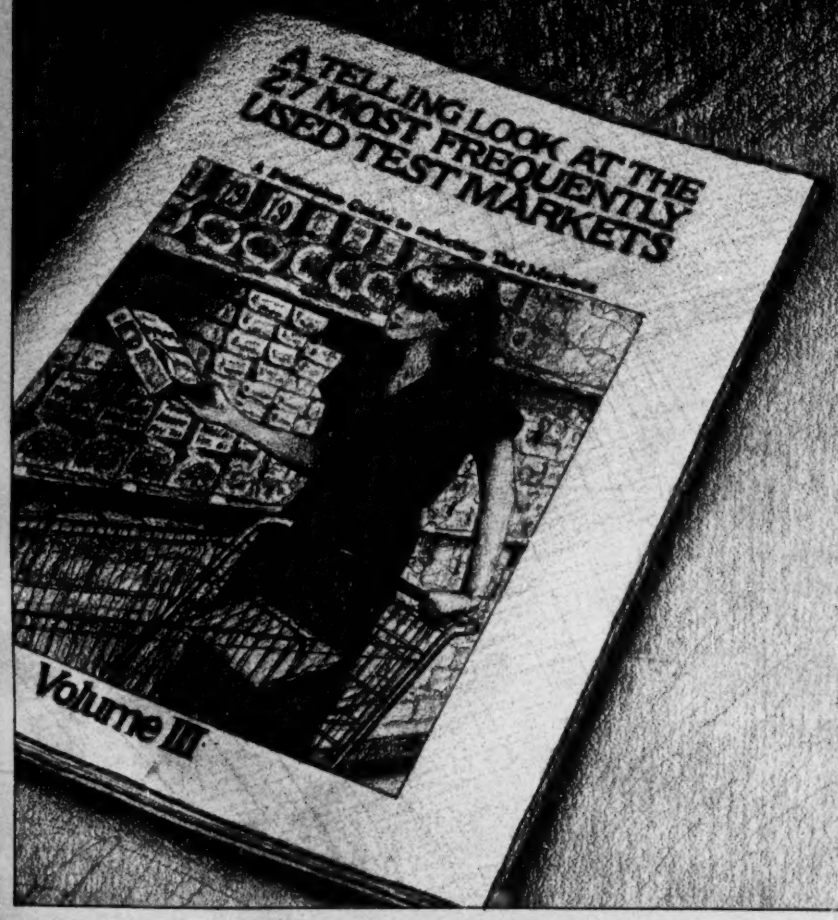

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Research

(Continued from Page 28)

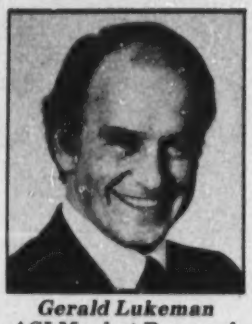
Gilbert Barrish
Chilton Research Services

has 185 interviewing stations and is linked to Chilton's twin IBM 4341 computers.

CRS has 142 fulltime, salaried employes. Director Gilbert Barrish, 45, is a graduate of Temple University.

17 ASI Market Research, New York. Founded in 1962; a wholly owned subsidiary of IDC Services since 1983. Research revenues in 1984 were $16.4 million, up 20% from 1983.

Revenues include those of Teaman/Lehman Associates, a full-service survey research company, Norwalk, Conn., which ASI acquired in January, 1984. Also during 1984, ASI divested some of its properties. The gross revenues for both years have been adjusted accordingly to a common base to calculate growth rate.



Gerald Lukeman
ASI Market Research

ASI, which represents about 90% of the total, is organized into two divisions: Advertising Research, which specializes in controlled audience pretesting and on-air testing of tv commercials, testing of print ads and evaluation of entertainment projects, including pilots for tv and movie films; and Marketing Research Division (more than $5 million), which conducts custom, ad hoc surveys, focus groups and—in 1984—set up a qualitative division in New York. The Marketing Research Division operates central telephone interviewing facilities with 120 stations, 20 of which are CRT-equipped.

During 1984, Advertising Research Division launched Apex, a new tv copy testing system that provides on-air recall, on-air persuasion and diagnostics, with all exposure occurring naturally within the home.

President-ceo Gerald Lukeman, 53, is a graduate of Dartmouth College. He is also exec vp of IDC Services.

18 Louis Harris & Associates, New York. Founded in 1956; a wholly owned subsidiary of Gannett Co. since 1975. Revenues in 1984 were $15.3 million, up 13.3% from 1983.

Twenty-six per cent of Harris revenues come from subsidiaries outside the U.S.: Louis Harris International, headquartered in London; Louis Harris France, headquartered in Paris, and Louis Harris International Medical Surveys in London.

The U.S. operation is made up of seven divisions, five of which are located in New York, one in Washington and one in San Francisco. They specialize in public opinion and attitude research in the following markets: Telecommunications, computers, healthcare, banking and financial services, automobiles, public policy and corporate public affairs. Multiclient surveys track corporate, financial, public and leadership opinion.

Louis Harris
Louis Harris & Associates

A CATI-based telephone interviewing facility with 52 stations (34 CATI-equipped) is located in New York. There are 137 fulltime, salaried employes.

Company founder, chairman-ceo Louis Harris, 64, whose syndicated column appears in 170 newspapers, is a graduate of the University of North Carolina at Chapel Hill. President-chief operating officer Humphrey Taylor, 50, is a graduate of Cambridge University in England.

19 Opinion Research Corp., Princeton, N.J. Founded in 1938; since 1975, a wholly owned subsidiary of Arthur D. Little Inc. Revenues in 1984 were $14.5 million, up 34.3% from 1983.

ORC provides survey research, analytical and consulting services, with emphasis on: Market research, modeling and simulation, corporate relations, cable and video, financial services, telecommunications, healthcare, government research, employe relations and public opinion research.

In addition, ORC periodically conducts several shared-cost surveys—the Financial Relations Image Assessment Pro-

(Continued on Page 32)

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Research

(Continued from Page 30)
gram, the Corporate Reputation Survey, the Executive Corporate Image Survey, the Business and the Media Survey, the Public Opinion Index and Caravan Omnibus Surveys. There are more than 200 fulltime, salaried employes in Princeton and four branch offices.

Irwin Miller
Opinion Research Corp.

In early 1985, ORC opened a new 100-station (30 equipped with CRT) telephone center in Somerset, N.J., in addition to its 25-station facility in Princeton.

Chairman-ceo Irwin Miller, 56, has a Ph.D. from Virginia Polytechnic Institute. Vice-chairman Harry O'Neill, 56, has a master's degree from Pennsylvania State University. President Andrew Brown, 40, has an M.B.A. from Temple University.

20 Ehrhart-Babic Group, Englewood Cliffs, N.J. Privately held corporation; founded in 1959. Revenues in 1984 were $13.2 million, up 5.6% from 1983.

Louis Babic Jr.
Ehrhart-Babic Group

The Ehrhart-Babic Group, with 110 fulltime, salaried employes, specializes in "in-store" research through the following four groups: E-B Custom Research, which executes sales measurement studies including minimarkets, controlled store tests, sales audits for projections and the spotting of trends, weekend audits and product purchases; National Retail Tracking Index, which conducts regularly scheduled syndicated retail observation studies in 110 major markets, including all SAMI areas (see No. 3)—a total of 8,000 retail outlets, including food, drug, mass merchandisers, convenience and hardware/home centers; National Liquor, Wine & Beer Index, which provides comprehensive distribution information quarterly in more than 2,600 off-premise outlets and semi-annually in more than 3,100 on-premise outlets, and—new in 1984—Measurement of Trade Cooperation, a syndicated survey of weekly in-store promotional support by chain supermarkets for all or selected brands within a category. About 1% of E-B revenue comes from outside the U.S.

Chairman Thomas A. Ehrhart, 60, a graduate of Pace University, and president Louis J. Babic Jr., 52, a graduate of Boston University, are Ehrhart-Babic co-founders.

21 Winona Research, Minneapolis. Privately held corporation; founded in 1953. Revenues in 1984 were $12.9 million, up 9% from 1983.

Richard McCullough
Winona Research

This full-service survey research company has 125 fulltime, salaried employes in four offices—Dallas, Minneapolis, New York and Phoenix. The Phoenix site houses a WATS phone interviewing facility with 160 stations, 120 of which are CRT-equipped.

In addition to large-scale telephone interviewing, Winona also does product testing and custom retail store audits of product movement.

President-ceo Richard McCullough, 41, is a graduate of the University of Minnesota. He is the immediate past chairman of the Council of American Survey Research Organizations.

22 Simmons Market Research Bureau, New York. Subsidiary of JWT Group; founded in 1978. Revenues in 1984 were $12.5 million, up 21.4% from 1983.

Frank Stanton
SMRB

This survey research/database organization was created in 1978 through the merger of W.R. Simmons & Associates (founded in 1952) and Axiom Market Research Bureau.

Each year, SMRB creates a database from a survey of 19,000 adults. Through several interviews with each respondent, data are obtained on: Purchase and use of products and services in 800 categories, including some 3,900 brands; media exposure; demographics, and lifestyle orientation in terms of VALS classifications.

The data are merged with a Donnelley Marketing Information Service database to create a service called ClusterPlus and with the Claritas Corp.'s PRIZM system to pinpoint geodemographic market segments. Clients are offered on-line access to this database, which also is used by SMRB in conjunction with pro-

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prietary marketing research and media surveys conducted for individual clients.

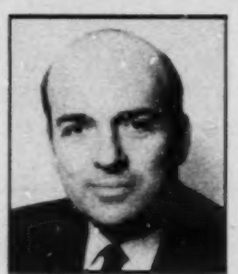
During 1984, SMRB started a joint venture with Scarborough Research Corp. to provide syndicated newspaper audience measurement in major markets; data from the first survey will be released in June.

Also in 1984, SMRB launched Trade Magazine Total Audience Studies and announced a tie-in with A.C. Nielsen Co.'s Media Research Group through which ClusterPlus data were related to local broadcast audience ratings. In another 1984 development, Teen Study, a study of product and service usage and media exposure among 2,000 teen agers, was published.

SMRB has 125 fulltime, salaried employes.

President-ceo Frank Stanton, 55, has an M.A. from the University of Pennsylvania.

23 Data Development Corp., New York. Privately held corporation founded in 1960. Revenues for 1984 were



Joseph Goldstein
Data Development Corp.

$10.5 million, up 16.7% from 1983.

DDC revenues for both 1984 and 1983 have been adjusted to reflect the sale of DDC's equity position in Central Location Testing, a subsidiary.

This full-service, custom survey organization, which has 100 fulltime, salaried employes in three offices, includes DDC, New York Conference Center and Telephone Center, which has 70 interviewing stations, 45 of which are CRT because of installation of a larger computer (HP-3000-48) during 1984.

DDC emphasizes strategic research and its proprietary services include COMBO (product testing); COPY II (copy strategic development), and ADOPTER (pretest market measurement system), which is a joint venture with Edward Tauber, University of Southern California.

During 1984, DDC opened an office in San Francisco, and three offices in Connecticut, New Jersey and Rye, N.Y. were consolidated into one facility in New Rochelle, N.Y.

Jerry Rosenkranz is chairman and Joseph Goldstein is president-ceo. Both are 49 years old and graduates of the City College of New York.

24 Decisions Center Inc., New York. Privately held corporation founded in 1965. Revenues in 1984 were

Bernard Ruderman
Decisions Center Inc.

$10.2 million, up 15.9% from 1983.

DCI, which has 115 fulltime, salaried employes, includes Decisions Center, Qualitative Decisions Center, Analytic Insights, DCI International, Murray Hill Center (three focus group conference rooms) and Facts Center, a 94-station telephone interviewing facility.

DCI specializes in custom survey research—large-scale market and strategy studies, tracking and trade studies, copy research, concept testing and product testing.

In 1985, DCI will launch Express Data Center, which features computerized transmission of survey data from a network of locations around the U.S. to the company's mainframe in New York. Tabulation is instantaneous, and clients will be able to access the data through their own computers.

DCI is managed by three partners: Bernard Ruderman, 53, who has an M.S. from Pennsylvania State University; Bernard Levine, 59, and Steven Roth, 39, both of whom received their M.B.A.'s from New York State University.

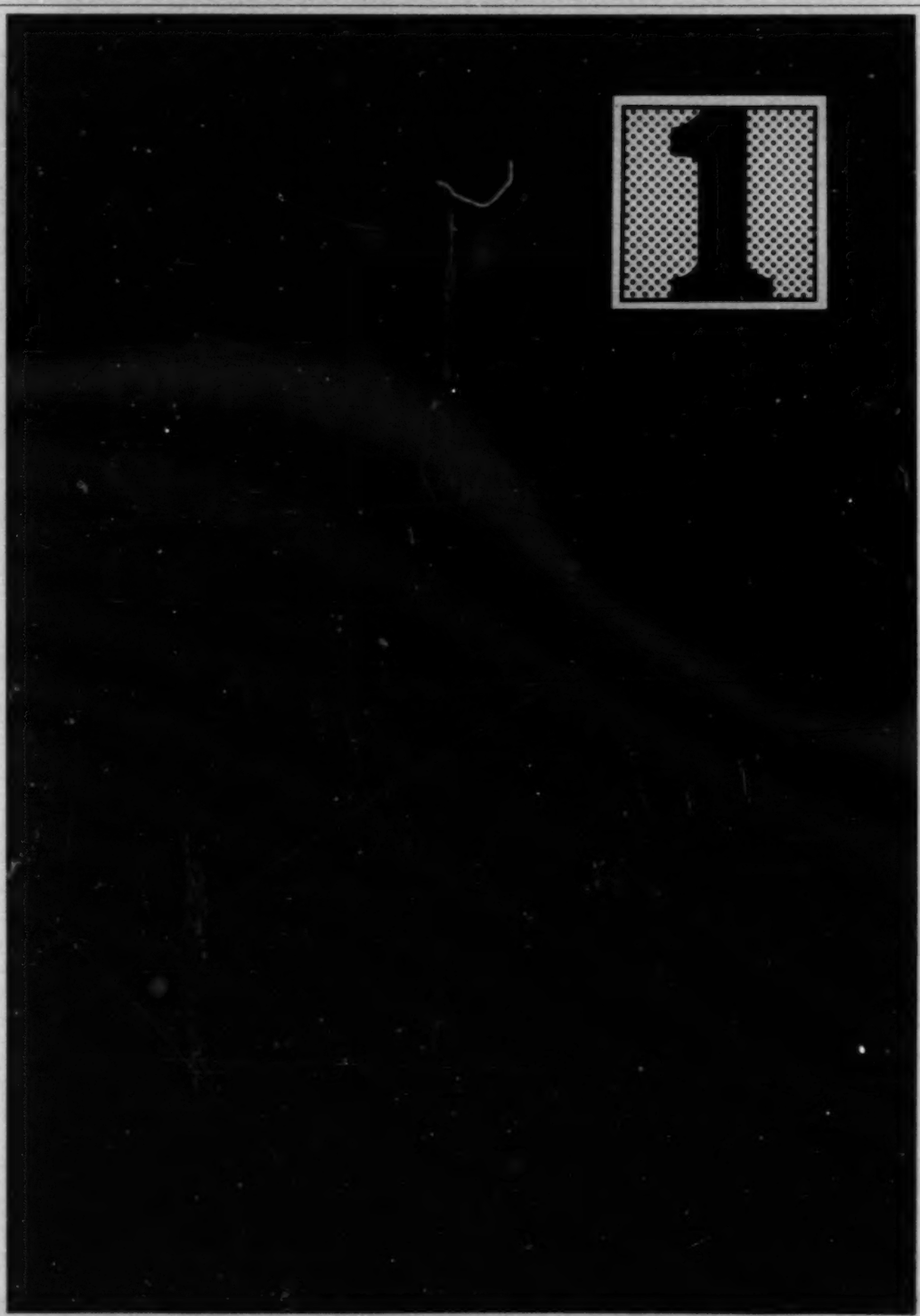
25 Harte-Hanks Marketing Services Group, River Edge, N.J. Wholly owned division of Harte-Hanks Communications; founded in 1975. Revenues in 1984 were $9.7 million, up 25% from 1983.

During 1984, Harte-Hanks sold two research units: Tele-Research, a tv copy testing operation, and TRIM, which specialized in controlled store tests.

Richard Hochhauser
Harte-Hanks Marketing

Revenues for both 1983 and 1984 have been adjusted accord-

(Continued on Page 34)



Research

(Continued from Page 33)
ingly to calculate growth.

This conglomerate, put together by a large Texas-based publishing company—which went private in 1984—consists of RMH Research, a full-service survey company specializing in communications/media research; National WATS Service, a telephone interviewing facility with 60 stations, 12 of which are CRT-equipped, and Urban Data Processing, a Burlington, Mass.-based EDP service company specializing in custom processing of census data for marketing uses.

There are about 100 fulltime, salaried employes in three offices.

Harte-Hanks Marketing Services Group president Richard Hochhauser, 40, holds an M.B.A. from Columbia University.

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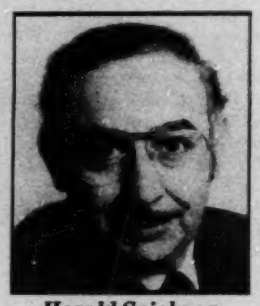
26 McCollum/Spielman & Co., Great Neck, N.Y. Privately held corporation; founded in 1968. Revenues in 1984 were $9.4 million, up 10.6% from 1983.

M/S activities are divided into



Harold Spielman
McCollum/Spielman & Co.

two groups: Communications Division, which does quantitative/qualitative—effectiveness/diagnostic testing of tv and radio commercials and print advertising using closed-circuit, theater-like interviewing facilities in 12 cities, and custom studies in the communications area; and Associates Division, including child research services, which tests children's (and frequently parents') reactions to commercials, programs, packaging, products and concepts, as well as custom studies in ad tracking, corporate image and syndicated services.

In 1984, the Communications Division introduced two new services: STEP ONE, an early, primarily diagnostic service for advertising development, and AC-T/SP (a joint service with NPD Research), which predicts sales volume for new products and is based on NPD's ESP model combined with AC-T advertising information. Some M/S services are available in Japan, the U.K., Canada and West Germany through affiliates.

M/S has sales/servicing representation in four U.S. cities, and there are 90 fulltime, salaried employes.

Ceo Harold S. Spielman, 58, received his B.S.S. from City University of New York. President Donald H. McCollum, 62, received an M.A. from the University of Denver.

27 Admar Research Co., New York. Founded in 1960; since January, 1985, a wholly owned subsidiary of Sprigg Lane Investment Corp. Revenues in 1984 were $9.3 million, up 8% from 1983.

Revenues include three subsidiaries: Market Trends, Amherst Research Group and Consumer Interviews (a central

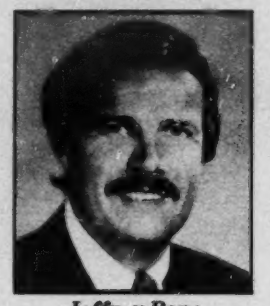
Henry Ostberg
Admar Research Co.

WATS phone facility with 28 stations in Floral Park, N.Y.). There are 60 fulltime, salaried employes.

Admar specializes in tracking surveys, product testing and advertising studies, employing research programs copyrighted by the company. A central phone facility has 22 stations.

Founder, chairman-ceo Henry D. Ostberg received his Ph.D. from Ohio State University. President William J. Battison, 38, joined the company in early 1985. He received an M.B.A. from the University of Virginia.

28 Custom Research Inc., Minneapolis. Privately held corporation founded



Jeffrey Pope
Custom Research Inc.

in 1974. Revenues in 1984 were $8.6 million, up 34.3% from 1983.

This custom survey company has the following divisions: Consumer Research; Medical Research Bureau; Custom Business Research; Custom Research Telephone (central telephone WATS interviewing facility, CRT-equipped, with 50 stations), and Corporate Services. There are 70 fulltime, salaried employes and branch offices in Union, N.J., and Chicago.

During 1984, CRI introduced "The System," a new product development system that consolidates all the research steps a company normally goes through into one system.

CRI is managed by two partners: Jeffrey L. Pope, 44, who received his M.B.A. from the Kellogg School of Management, Northwestern University, and Judith S. Corson, 42, a graduate of the University of Minnesota.

29 National Analysts, Philadelphia. Founded in 1943; a division of Booz Allen & Hamilton since 1970. Revenues in 1984 were $7.9 million, up 8.2% from 1983.

National Analysts, with 81 fulltime, salaried employes in Philadelphia and New York, conducts custom qualitative and quantitative studies in support of its strategic research and consulting services, and commercial clients account for about 80% of its business.

The balance is accounted for by the federal government, universities and other not-for-profit institutions.

National Analysts' professional staff specializes in such fields as telecommunications, financial services, pharmaceuticals and medical equipment, automotive, package goods and litigation support. During 1984,

Marshall Greenberg
National Analysts

National Analysts converted to a new integrated EDP system to support its specialized work in market segmentation, tradeoff analysis and other multivariate modeling.

President Marshall G. Greenberg, 49, received his Ph.D. from the University of Michigan.

30 Decision/Making/Information, McLean, Va. Privately held corporation; founded in 1969. Revenues in 1984 were $7.8 million, up 100% from 1983.

This survey company, with 65 fulltime employes (34 of whom are salaried and exempt), is di-

Richard Wirthlin
D/M/I

vided into two divisions: Marketing Research and Political/Public Affairs. One major reason for the extraordinary revenue gain in 1984 was D/M/I political work for the Reagan-Bush '84 Committee and numerous other Republican candidates. D/M/I's nonpolitical business grew considerably too.

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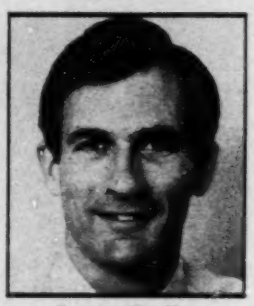
Ana, Cal., and Provo, Utah, where the company's phone interviewing facility (100 stations, 40 of which are part of a PC-driven computerized interviewing system) is being centralized.

Founder-chairman Richard B. Wirthlin, 52, holds a Ph.D. from the University of California at Berkeley. He is best known as President Reagan's pollster. Vincent J. Breglio, 44, rejoined D/M/I in early 1985 as president and head of the Political/Public Affairs Division. He holds a Ph.D. from Brigham Young University.

31 Consumer Research Division, Management Decision Systems, Waltham, Mass. Privately held corporation; founded in 1967. Research revenues were $7.7 million in 1984, up 8.1% from 1983.

Of total MDS revenues of $25 million, about 31% are attributable to the Consumer Research Division.

CRD's primary research service is the ASSESSOR simulated test market system, which predicts the probable market



James Findley
Consumer Research Div.

performance of a new product before market introduction. ASSESSOR's predictions are based on consumer response to advertising, shopping in a simulated store and repurchase after in-house use. Although originally developed for consumer package goods, modifications of the ASSESSOR system have been used for automobiles, other consumer durables and services.

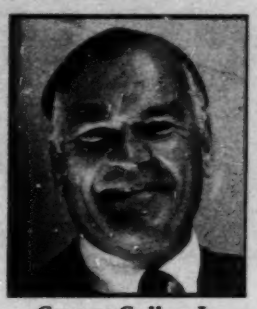
CRD also provides a wide range of research and consulting services to support early opportunity identification and positioning stages. DEFENDER, CRD's newest service, is a model and market measurements system for determining the best response to a competitor's new product.

In February, 1985, Information Resources Inc. (No. 8) signed a letter of intent to purchase Management Decision Systems.

There are 34 fulltime, salaried employes in CRD offices in Waltham, Chicago and Los Angeles.

CRD manager James J. Findley, 40, has an M.S. from the Sloan School of Management, M.I.T. He is a vp of MDS.

32 Gallup Organization, Princeton, N.J. Privately held corporation; founded in 1935. Revenues in 1984 were $7.7 million, up 14.9% from 1983.



George Gallup Jr.
Gallup Organization

This survey research organization was founded by the late George H. (Ted) Gallup Sr., who died in 1984. The company's syndicated newspaper column, Gallup Poll, appears in 100 newspapers, specializes in quantitative attitude and public opinion research. About one-half of this work is custom, ad hoc, and the balance comes from syndicated surveys in the area of financial services, package goods and video products.

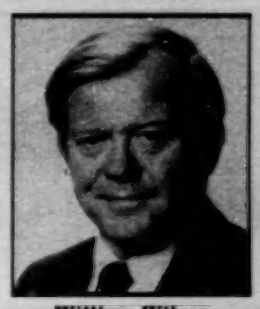
Data collection is through face-to-face interviewing (national sample, 360 primary sampling units, and about 50,000 interviews a year) and a WATS telephone facility with 72 stations located in a facility outside Princeton. There are 115 full-time, salaried employes.

During 1985, Gallup announced a joint venture with SRI Research Center to conduct hospital market research.

Acting chairman George H. Gallup Jr., 56, is son of the founder. He is a graduate of Princeton University. Joint ceos are Andrew Kohut, 42, a graduate of Seton Hall University, and Leonard A. Wood, 45, who has an M.B.A. from Rider College.

33 Starch INRA Hooper, Mamaroneck, N.Y. Public corporation traded otc; founded in 1923. Revenues in 1984 were $7.5 million, up 19.6% from 1983.

Revenues for this survey research organization, best known for print ad and print media audience studies, include those of a wholly owned subsidiary, the Roper Organization, New York,



William Wilson
Starch INRA Hooper

the newly resurrected Hooper Telephone Interviewing Service

(Continued on Page 36)

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- **Industrial survey determined size of market for 30 products**
  Employing a two-phase approach, CRS conducted 3,000 CATI interviews in the United States and Canada to determine brand share and market size for 30 products used by craftsmen and manufacturers in 60 end-user classifications.

  A custom-designed program, based on incidences determined in phase one, was used to allocate optimal sample sizes for the second interview phase. This two-step procedure ensured greater reliability of results within each industry grouping.

- **Insurance survey probes needs of older Americans**
  To determine the perceived coverage shortcomings of Medicare, 1000 CRT interviews were conducted with Americans over 65 about supplemental health insurance coverage. Results are being used to design health insurance programs that better meet the needs of the elderly.

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Research

(Continued from Page 35)

(more than 30 stations), and revenues derived from being part of the INRA network of affiliate companies in 31 countries. There are 165 fulltime employes, 51 of whom are salaried, exempt.

Starch's oldest service, Starch Ad Readership, hit an all-time high in revenues and profits in 1984, and the company launched two new services: STARS (Starch Travel Agent Readership Study), offered on a biannual basis with first reports due in June, and a large-scale pilot study with male elites in four South American countries, which it is hoped will lead to a full-scale audience research project in Latin America later this year.

President-ceo William J. (Jay) Wilson, 48, is a graduate of Yale University.

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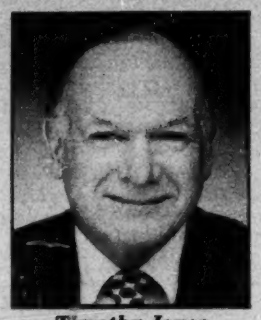
34 Mediamark Research Inc., New York. The company, founded in 1979, is 80% owned by Mills & Allen International and 20% owned by its principal officers. Revenues in 1984 were $7.2 million, up 23% from 1983.

Mediamark operates a syndicated media/product research service based on personal interviews with 20,000 adults each year regarding their exposure to advertising media and, via a leave-behind questionnaire, purchase data on a broad line of products and services. There is online access to this databank, and ad agencies, advertisers, broadcasters and cable networks subscribe to MRI's 25 reports.



Timothy Joyce
Mediamark Research Inc.

MRI also produces three special reports each year based on a two-year database: A business-to-business report and the Upper Deck (affluent market), as well as reports related to the Top 10 local markets, including data on newspapers and broadcast stations. Also, in 1984 MRI produced a report on Consumer Innovators, describing the purchasing behavior, demographics and media exposure of those people identified as innovators and their propensity to try new products. In January, MRI set up a custom studies division.

The company has 24 fulltime, salaried employes.

Chairman-ceo Timothy Joyce, 51, has a Ph.D. from Cambridge University. President-chief operating officer Alain J. Tessier, 51, has an M.A. from the University of Notre Dame.

35 Market Opinion Research, Detroit. Privately held corporation; founded in 1941. Research revenues in 1984 were $6.8 million, up 13.6% from 1983.

About 81% of this company's revenues are derived from research-related activities. This survey research organization has the following divisions: Consumer and industrial marketing research; media studies; social and public research; information systems, and political. Because Robert N. Teeter, MOR's president, is prominent as a political pollster/consultant and MOR has as clients numerous Republican congressional and gubernatorial candidates, 1984 was a boom year.

Robert Teeter
Market Opinion Research

MOR has 80 fulltime employes (48 of whom are salaried, exempt) located in five offices, one of them in Toronto. The Washington office opened in January. A central phone survey facility includes 86 stations, 20 of which will be CATI-equipped by mid-year.

Chairman-ceo Frederick P. Currier, 61, received his M.A. from the University of Illinois. President Robert N. Teeter, 46, received his M.A. from Michigan State University.

36 Kapuler Marketing Research, Arlington Heights, Ill. Privately held corporation, founded in 1974. Revenues in 1984 were $6.0 million, up 34% from 1983.

Stanley Kapuler
Kapuler Marketing Research

Kapuler, through branch offices in Los Angeles and Dallas and a fulltime, salaried staff of 51, offers a compiete array of marketing research services and consultation.

Quantitative services are based on telephone surveys through the Kapuler Survey Center, a 120-station facility with 28 CRT-equipped. Qualitative research is centered in Uni-Focus, a system that completes more than 3,000 one-on-one in-depth interviews a year to obtain data on life style, social trends, benefit-value structures, new product development and diagnostics for advertising creative.

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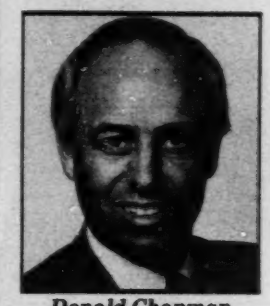
• New Product/New Formulation Tests
• Promotion/Display Tests
• Matched & Paired Replicate Design
• Scanner Panel

Retail Research Division

President Stanley J. Kapuler, 44, has an M.B.A. from the University of Chicago.

37 Ad Factors Marketing Research, Glen Ellyn, Ill. Privately held corporation; founded in 1975. Revenues in 1984 were $5.9 million, up 66.1% from 1983.

Primary business is custom, ad hoc surveys, both consumer and industrial, through continuous market measures, tracking studies, test market evaluations, product in-home use tests, and general opinion/attitude/viewership studies. Services include computer generated national-local samples, questionnaire development, interviewing, data processing and analysis. In-house WATS telephone facilities include 240 monitored dialing stations, 100 of which are CRT-equipped.



Donald Chapman
Ad Factors Marketing

Ad Factors employs about 300 people, 44 of whom are fulltime, salaried, exempt. There are branch offices in Montrose, Conn., and Cinnaminson, N.J. During 1984, the company installed fully interactive CRT/DP computer system with data transmittal capabilities linking all offices.

President Donald B. Chapman, 43, is a graduate of Portland State University.

38 Response Analysis, Princeton, N.J. Privately held corporation; founded in 1969. Research revenues in 1984 were $5.6 million, up 44.6% from 1983.

Herbert Abelson
Response Analysis

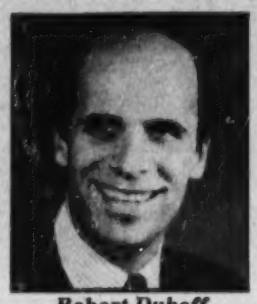
Revenues do not include RA's ARRO Division in Bethesda, Md., which specializes in human factors and performance evaluation/skill testing procedures.

This survey research organization, which specializes in large-scale projects for the U.S. government, nonprofit organizations and private sector commercial clients, has 99 fulltime, salaried staff members.

RA mainatins a central telephone interviewing facility with 40 stations, 15 of which are CRT-equipped.

Ceo Herbert I. Abelson, 59, received his Ph.D. from the University of Maryland. He is past president of American Assn. for Public Opinion Research and past chairman of Council of American Survey Research Organizations.

39 Decision Research Corp., Lexington, Mass. Wholly owned subsidiary of Temple, Barker & Sloane; founded in 1971. Revenues in 1984 were $5.5 million, up 36% from 1983.



Robert Duboff
Decision Research Corp.

This full-service marketing research company specializes in custom, ad hoc survey work for consumer goods and business-to-business marketers. In addition, DRC does jury simulation work for legal clients, running mock trials during which various arguments and appeals are rated. There are 40 fulltime, salaried, exempt employes, and a phone center has 30 interviewing stations.

During 1984, DRC opened an office in Palo Alto, Cal.

General manager Robert S. Duboff, 36, received his J.D. degree from Harvard Law School.

40 Oxtoby-Smith, New York. Privately held corporation; founded in 1956. Revenues in 1984 were $5 million, up 18% from 1983.

Joseph Smith
Oxtoby-Smith

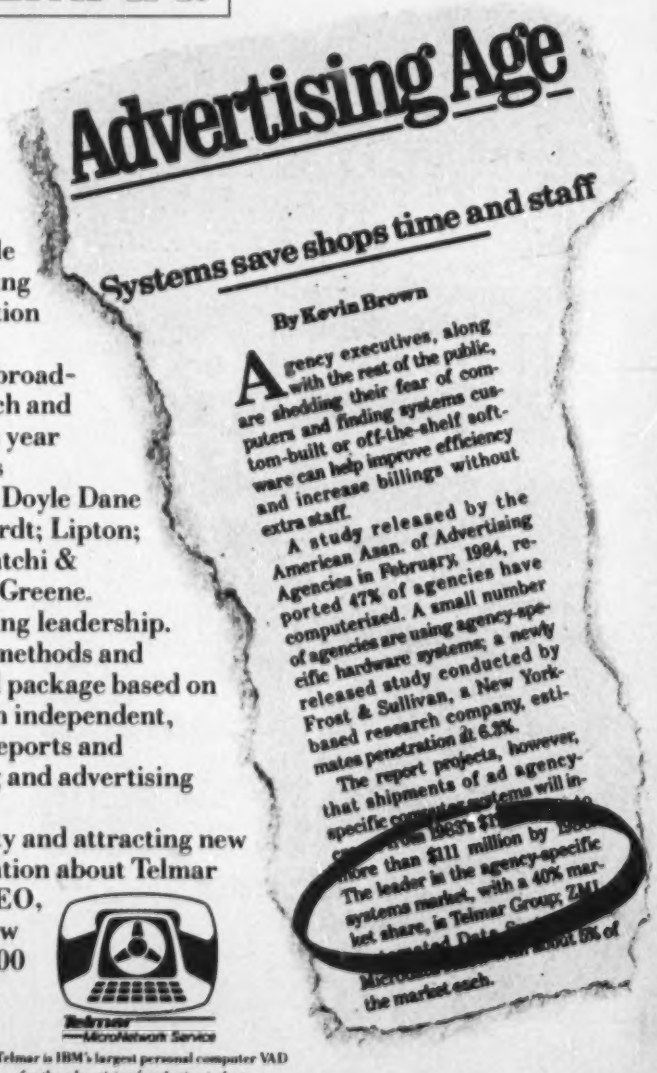
This survey research company, which has 70 fulltime, salaried employes, is distinctive in

(Continued on Page 38)

WHO IS THE LEADING ADVERTISING COMPUTER SERVICE FIRM?

ADVERTISING AGE REPORTS:

TELMAR.


Advertising Age
Systems save shops time and staff
By Kevin Brown
Agency executives, along with the rest of the public, are shedding their fear of computers and finding systems custom-built or off-the-shelf software can help improve efficiency and increase billings without extra staff.
A study released by the American Assn. of Advertising Agencies in February, 1984, reported 47% of agencies have computerized. A small number of agencies are using agency-specific hardware systems; a newly released study conducted by Frost & Sullivan, a New York-based research company, estimates penetration at 6.3%.
The report projects, however, that shipments of ad agency-specific
more than $111 million by
The leader in the agency-specific
systems market, with a 40% mar-
ket share, is Telmar Group; ZMI
the market each.

In fact Telmar has *always* been the leader. We pioneered marketing and media computers and software nearly two decades ago. We've made quite a difference. As you can see in the Advertising Age article, Telmar has 40% of the total information systems market.

Today, Telmar serves over 900 advertisers, broadcasters, advertising agencies, publishers, research and educational organizations here and abroad. This year alone, Telmar has added over 150 new users of its MicroNetwork services. Among them: ABC TV; Doyle Dane Bernbach; HCM (Marsteller); Kenyon & Eckhardt; Lipton; National Geographic; North Castle Partners; Saatchi & Saatchi Compton; TDI Winston and Wells, Rich, Greene.

There are several reasons for this continuing leadership. Telmar is on the cutting edge—introducing new methods and technology. Telmar alone offers a fully integrated package based on the personal computer for all media. Telmar is an independent, objective and privately-held company; Telmar's reports and formulas are accepted throughout the marketing and advertising world.

If you are responsible for profit, productivity and attracting new business, Telmar can help you. For more information about Telmar and its services, write to Stanley P. Federman, CEO, Telmar Group Inc., 902 Broadway, New York, New York 10010. You can also call him at (212) 460-9000 or toll free at 1-800-367-3655. Do it now, while it's on your mind.

Telmar is IBM's largest personal computer VAD for the advertising/marketing industry.

Marketing information service business growing

By Jack J. Honomichl

They don't look like research companies, they don't talk like research companies, and they don't walk like research companies.

A large, fast-growing genre of marketing information service companies is increasingly competitive with the traditional marketing/advertising research companies in providing decision-making data.

Because of that growing presence, Advertising Age is publishing profiles of such marketing information service companies in conjunction with its annual list of the top U.S.-based marketing/advertising research companies.

The six organizations profiled —Claritas L.P., EPSILON, Interactive Market Systems, MAJERS, Management Decision Systems and SPAR—had combined revenues of $115.7 million in 1984, up 30% from 1983. Their activities are becoming more intertwined with the traditional marketing research companies, and their business sprawls around the world.

Because most of the companies that fit naturally into this category are privately owned or subsidiaries of large, public corporations, they are not accustomed to making their revenue data public. Donnelley Marketing Information Services, a Dun & Bradstreet corporate unit; American Demographics Inc., a subsidiary of Dow Jones & Co., and the Market Analysis Division of C.A.C.I., marketers of the Acron Market Segmentation & Targeting System, are not allowed by their parent companies to reveal revenue data.

Other privately held companies, such as National Decision Systems and Marketing Intelligence Service, when invited by Ad Age to participate in this listing, replied in essence, "Not this year, but probably next." Others, including Telmar, declined. And others—notably, Urban Decision Systems, Data Resources and National Demographics & Lifestyles—didn't acknowledge Ad Age's request.

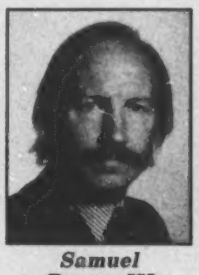
Marketing information service organizations probably represent between $300 million and $400 million in annual revenues, and judging from the six organizations listed below, they are growing much faster than most marketing research companies.

Following, in alphabetical order, are profiles of some leading members of the marketing information service category.

Claritas L.P., Alexandria, Va. Founded in 1971; since 1984 a partnership that includes Claritas senior management and a noncontrolling interest held by VNU Amvest, the U.S. subsidiary of VNU (United Dutch Publishing Co.). Revenues in 1984 were $6.2 million, up 41% from 1983.

A specialist in market segmentation and target marketing, Claritas is best known as the developer of PRIZM, a neighborhood classification model that assigns each census block group and tract, postal carrier route and Zip code to one of 40 lifestyle groups.

The PRIZM Interlock concept permits marketers to cross-correlate PRIZM profiles drawn from nearly 25 PRIZM-coded survey research databases and services, including Arbitron, Birch, Home Testing Institute and NPD, Market Facts, Accountline, Scarborough/LNR, Simmons Market Research Bureau, SRI/VALS and SRI/Financial, and TRW.



Samuel Barton III Claritas

Thomas Jones EPSILON

Richard Makely IMS

Adrian Scribante MAJERS

John Wurts MDS

Robert Brown SPAR

Claritas' software and databases are used in support of its analytical project services, and they also are distributed under license to end users for operation on their own computers.

A key resource is the Claritas GeoBase, an integrated database of census demographics, geographic code systems and mapping boundaries, used for retail trading area analysis, sales potential studies and computer mapping applications.

During 1984, Claritas launched a new service for targeting the affluent market.

The 75 members of Claritas' professional staff are located in its central r&d production facility in Alexandria, Va., and four regional client service offices. Two more regional offices will be opened in 1985.

President-ceo Samuel G. Barton III, 42, has an M.B.A. from Stanford University.

EPSILON, Burlington, Mass. Public company, traded NASDAQ; founded in 1969. Revenues in 1984 were $44.7 million, up 34% from 1983.

EPSILON, which refers to itself as "The Database Marketing Company," was founded by four graduates of Harvard University's Business School. In 1979, the company went public, and today more than half its revenues come from commercial clients.

EPSILON provides a full range of data management and direct marketing services, including marketing database management; market research and analysis; direct response/direct mail creative and production; inquiry fulfillment; inbound and outbound telemarketing; sales lead management, and strategic consulting.

Research

(Continued from Page 37)

that about one-half its revenues come from clients for whom Oxtoby-Smith assumes responsibility for all, or almost all, of the consumer research functions, filling the role of both "internal" department and "outside" research supplier. Among such clients are American Motors, Block Drug and Coca-Cola Foods.

The balance of Oxtoby-Smith volume comes from custom, ad hoc survey projects and, of growing importance, consultation, research and testimony relating to legal regulatory matters, among them trademark litigation and advertising claim substantiation.

On-site facilities include a central telephone interviewing facility with 20 stations, all of which are being CRT-equipped this year and a focus group facility.

President-ceo Joseph Smith, 58, received his Ph.D. from the University of Iowa. He is one of the company's founders.

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CASRO

The Council of American Survey Research Organizations

The Council of American Survey Research Organizations (CASRO), the national trade association of survey research firms, has started an EMPLOYMENT REFERRAL SERVICE for professionals in the research industry.

This service is designed to provide CASRO member-firms—currently numbering well over 100 companies—with the names and resumes of experienced research industry professionals who are looking for new jobs or career advancements.

There is no fee to the job-searcher for this service.

If you're in the market for a job change in the research industry and would like more information about CASRO's EMPLOYMENT REFERRAL SERVICE, please send a **stamped, self-addressed envelope,** along with your resume, including job and salary history, educational background, current career plans, etc. to **Diane Bowers, Executive Director, CASRO, 3 Upper Devon, Belle Terre, Port Jefferson, NY 11777.**